



Xuanhao Fan

FAN Xuanhao is a design planning and visual communication practitioner currently pursuing a Master of Cultural Heritage Conservation at Macau University of Science and Technology. His work connects graphic design, exhibition identity, cultural heritage communication, visual planning, and event material systems.

He has experience in organizational leadership, large-scale event coordination, hospitality visual planning, IP merchandise design, activity key visuals, and on-site implementation. His portfolio includes packaging, public-interest posters, regional specialty promotion, intangible cultural heritage communication, and brand visual extension projects.

Research and practice interests: cultural heritage communication; visual communication design; exhibition and event identity; brand and IP derivatives; packaging design; digital display and design planning.

M.A. candidate, MUST; B.A. Visual Communication Design

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Current city: Zhuhai, Guangdong

Academic qualification

Master of Cultural Heritage Conservation, Macau University of Science and Technology
澳门科技大学

2025.09-2027.06 expected · GPA: 3.7/4.0

Core courses include Digital Exhibition Design and Practice, Urban and Architectural History, Art Design Research Methods and Practice, Design Communication, Architectural Space, Design Classics Interpretation, and Consumer Behavior.

Bachelor of Visual Communication Design, Jincheng College of Nanjing University of Aeronautics and Astronautics 南京航空航天大学金城学院

2021.09-2025.06 · GPA: 3.85/5.0 · Top 5% in major

Main courses include Typography, Graphic Design Basics, Packaging Design, Information Design, Exhibition Identity Design, Illustration and Book Design, Exhibition Design, Brand Design and VI Design.

Professional Skills

- Skilled in Photoshop, Illustrator, and Procreate for diverse visual design and project production tasks.

- Practice areas include design planning, visual communication, packaging systems, IP derivative design, event key visuals, exhibition materials, and brand visual extension.

Campus Leadership

Deputy Secretary, Youth League Committee, School of Art and Media, Nanjing University of Aeronautics and Astronautics

2023.09-2024.06

Formulated and implemented annual departmental work plans, optimized meeting processes, managed archives and materials, and coordinated five large-scale activities and evening events.

Class Monitor, Class 20210535

2021.09-2025.06

Organized 50 themed Youth League Day activities and ideological education meetings, supported student party-member development, coordinated school and college activities, organized collective volunteer services exceeding 500 hours, and helped the class win multiple collective honors including the Zhou-Enlai-and-Deng-Yingchao Class and Jiangsu Advanced Class.

Work and Internship Experience

Graphic Designer, Beijing Mahua FunAge Entertainment Culture Media Co., Ltd.

北京开心麻花娱乐文化传媒股份有限公司

2026.03-2026.04

Completed full visual design for the Text Badge IP derivatives, including badges and refrigerator magnets, supporting production of an initial 400-piece run.

Designed the main KV for a large offline event and produced standardized visual extensions for more than 20 online and offline application scenarios.

Completed creative design, visual optimization, and final output for 15 large on-site materials including truss backdrops and photo check-in boards.

Designed the visual package for an opening signing ceremony, including invitations, cast imagery, and an 18-page ceremony presentation; supported on-site material transportation, installation, and wayfinding setup for daily visitor flow of 2000+.

Design Planner, Lukou Wangyuan Homestay Resort, Jiangning District, Nanjing

南京江宁区禄口望园民宿度假村

2023.06-2023.09

Led three seasonal theme design proposals with 20+ unique elements each, designed and produced 50+ promotional materials, and used user research feedback to optimize 10 service processes, improving customer satisfaction to 4.5/5.

Coordinator and Volunteer, 2023 Autumn Semester Orientation 2023

年秋季开学迎新志愿者

2023.09

Led the design and production of more than 10 orientation promotional materials, and coordinated the campus check-in activity series with more than 300 student participants.

Awards and Honors

National-level awards 国家级

Second Prize, 16th National Aesthetic Education Teaching Achievement Exhibition Student Group; national patent for Sanxi Liangqi packaging design; Bronze Awards in the Mainland China Student Group of the 5th Hong Kong Contemporary Design Awards; First Prize in the Milan Design Week China University Design Discipline Teacher-Student Excellent Works National Final; Bronze Award, 2024 BEDA British Ecological Design Award; four works selected for the China Contemporary University Student Art Works Yearbook; multiple volunteer certificates for NCDA and related design activities.

Provincial and municipal awards 省市级

Completed the 2022 Jiangsu College Student Innovation Training Project on straw outer packaging material application; Jiangsu Outstanding Student Cadre in 2024; First and Second Prizes in the Jiangsu Division of the 12th NCDA; Second Prize in the 10th Jiangsu Science Popularization Public Welfare Works Competition; Outstanding Career Planning Star from Nanjing Jiangning District Young Entrepreneurs Federation employment guidance planning competition.

University-level awards 校级

Ranked first in comprehensive evaluation during freshman and junior years; received First-Class Scholarship, Merit Student, Outstanding Student Cadre, and Merit Student Model honors for four consecutive years; received Outstanding Orientation Volunteer, Outstanding Communist Youth League Member, Rural Revitalization Advocate, Model Jincheng Special Scholarship, Outstanding Youth League Cadre, Top Ten Youth Pioneer, Top 100 Youth, President's Special Commendation, Science and Technology Innovation Scholarship, and Advanced Individual in Social Public Welfare.

Collective honors 集体荣誉

Runner-up in the School of Art and Media Freshman Cup Debate Competition; second prize in the Constitution-themed chorus; Advanced Class Collective for three consecutive years; named Zhou Enlai and Deng Yingchao Class in 2022-2023; Jiangsu Advanced Class Collective in 2024.

Selected Portfolio Projects

Zhejiang local specialty promotional design 浙江土特产宣传设计

Developed illustration-based promotional posters and derivative products inspired by Zhejiang specialties including Fenghua peaches, Ningbo red-paste swimming crab, and Ningbo ink rice cakes. The work integrates local architecture, folk culture, and regional stories through contemporary Chinese-style illustration.

Ningxia Yanchi Tan Sheep packaging design 宁夏盐池滩羊包装设计

Used pen-line drawing and herbal decorative motifs to express the regional identity and cultural connotation of Yanchi Tan sheep products, covering packaging directions for lamb chops, lamb legs, and lamb rolls.

Craftsmanship and intangible cultural heritage 匠人技艺，传“成”非遗

Designed communication materials around three Chengdu intangible cultural heritage traditions, aiming to support heritage protection, public understanding, and the contemporary dissemination of traditional culture.

Longpan Jinling 龙蟠金陵

Used paper-cut visual language to depict a dragon encircling the Porcelain Tower of Nanjing, combining local historical symbolism with a ceremonial and mysterious atmosphere.

Do Not Make Earth Wander 不做流浪地球

Created a public-interest poster series inspired by environmental themes and science-fiction imagery, using pollution, climate, ocean, and ecological scenes to call for environmental protection.

Additional Design Projects

- Cyber Taoyuan Brotherhood: combines cyberpunk aesthetics with the historic story of the Oath of the Peach Garden, translating classical heroic imagery into a futuristic visual language.
- Ganten drinking water advertisement poster: uses martial-arts imagery and summer travel scenes to communicate coolness, energy, and persistence.
- Jissbon design series: uses ocean, rainforest, and sky environments to explore relationship narratives through product-form and doorway metaphors.